## AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

**Listing of Claims:**

1. (*Currently amended*) A computer-implemented method for generating a list of search results of goods in response to a search request for goods of a searcher and providing the searcher with goods information, the method comprising the steps of:

maintaining and storing a goods information database in at least one memory, the goods information database for storing at least one search listing, the search listing including seller identification information and selling price information;

receiving a search request for goods from a searcher;

providing a search result list of the goods in response to the search request for the goods, the search result list of the goods including the search listings;

providing an Internet link to a seller of goods associated with one of the provided search listings so that the searcher can purchase the goods at the seller's website;

detecting a click-through to the Internet link by the searcher;

in response to the detected click-through, generating and storing selling price information by referring to selling price information included in the search listing selected by the searcher; and

generating advertising costs, irrespective of purchase of the goods at the seller's website, for each seller for a first predetermined period based, at least in part, upon click-through information, a predetermined selling commission rate and the stored selling price information,

wherein the steps of detecting a click-through and generating advertising costs are performed by a server that comprises a processor and said at least one memory.

2. (*Previously presented*)     The method of claim 1, comprising the steps of:

storing the detected click-through information of the selected search listing for each seller during the first predetermined period;

generating cost-per-click information in accordance with a predetermined unit click cost and the detected click-through information; and

providing estimated advertising costs for each seller with respect to a second selling period, based on the advertising costs of selling price and the cost-per-click information.

3. (*Previously presented*)     The method of claim 2, wherein the step of providing estimated advertising costs comprises the steps of:

comparing the advertising costs of selling price with the cost-per-click information; and

selecting a smaller value between the advertising costs of selling price and the cost-per-click information for the estimated advertising costs.

4 ~ 5. (*Cancelled*)

6. (*Previously presented*)     The method of claim 2, further comprising the steps of:

receiving predetermined deposit from a seller for advertising before the first predetermined period starts;

charging the seller's account with advertising costs for the second predetermined period based upon the estimated advertising costs; and

providing the seller with outstanding balance information, the outstanding balance information being calculated by subtracting the predetermined deposit from the advertising costs for the second predetermined period.

7. (*Previously presented*)     The method of claim 2, further comprising the steps of:

receiving predetermined deposit from a seller for advertising before the first predetermined period starts; and

in case that a request for termination of advertising is received from the seller within the first selling period, charging the seller's account with the received deposit for the first predetermined period.

8 ~ 9. (*Cancelled*)

10. (*Previously presented*) The method of claim 1, further comprising the steps of:

maintaining a user information database, the user information database for storing basic personal information on a plurality of searchers;

in response to a predetermined login request received from the searcher, authenticating the searcher by referring to the user information database; and

in response to the received click selection, generating detailed search information on goods associated with the selected search listing and storing the same in the user information database.


11. (*Original*) The method of claim 1, further comprising the step of:

generating advertising costs of selling price with respect to each of the sellers, by applying at least one different exemplary selling commission rate to total selling price with respect to each of the sellers during a predetermined period;

wherein the selling commission rate is determined to be the applied exemplary selling commission rate when the total amount of the advertising costs of selling price with respect to the plurality of sellers during the predetermined period is nearest to the total amount of the cost-per-click information with respect to the plurality of sellers during the predetermined period.


12-16. (*Canceled*)


17. (*Currently amended*) A system for generating a list of search results of goods in response to a search request for goods of a searcher and providing the searcher with goods information, the system comprising:

a processor;

one or more memories to communicate with the processor, the one or more memories storing a goods information database, the goods information database storing a search listing including seller identification information and selling price information;

an interface, the interface receiving a search request for goods including a keyword from a searcher and providing an Internet link to a seller of goods associated with one of the provided search listings so that the searcher can purchase the goods at the seller's website;

a list generating module, in response to the search request for goods, the list generating module abstracting at least one search listing associated with the keyword from the goods information database, the list generating module generating a list of search results of goods and transmitting the same to the searcher;

a record control module, in response to the received click selection of the searcher selecting any one search listing among the list of search results of goods, the record control module generating and storing click selection information and selling price information with respect to a first selling period for each seller;

a first advertising costs generating module, the first advertising costs generating module generating advertising costs for each seller for the first selling period, irrespective of purchase of the goods at the seller's website, based, at least in part, upon the click selection information, the selling price information and a predetermined commission rate; and

a second advertising costs generating module, the second advertising costs generating module generating estimated advertising costs information with respect to a second selling period, based on the generated advertising costs and click selection information.

18. (*Previously presented*)    The method of claim 1, wherein the step of providing the search result list of the goods comprises the step of:

sorting the at least one search listing in accordance with a predetermined criterion based on selling price information of the search listing.